

WKMG

ORDER

Print Date 09/14/12 Page 1 of 2

Flight Dates 09/25/12-10/01/12

Order Sep 00:15:00

Contract / Revision 252334 /

Original Date / Revision
09/14/12 09/14/12

Advertiser **Pol/Bill Nelson/Sen/Fl/D**Agency **Abar-Hutton Media, LLC**

Buying Contact **Shelli Hutton**

**6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552**

Product

NELSON FOR SENATE

Agency Com 15%

Billing Contact

**6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552**

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate # 476

Alt Order # 06205156

Billing Type Cash

Order Type	GENERAL
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Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 20900

Competing Station	% of Order	Amount
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CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$17,042.50	\$20,050.00	0.00	08/27/12	09/30/12	22	\$17,042.50	\$20,050.00
October 2012	1	\$722.50	\$850.00	0.00	10/01/12	10/01/12	1	\$722.50	\$850.00
Totals	23	\$17,765.00	\$20,900.00	0.00					

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	WKMG	09/25/12	09/28/12	Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			4			\$400.00			0.00			
E 2	WKMG	10/01/12	10/01/12	Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----			1			\$850.00			0.00			
E 3	WKMG	09/25/12	09/28/12	1230-2p CBS Soaps	CM	12:30-2p	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00	
				Soaps												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			4			\$500.00			0.00			
E 4	WKMG	09/25/12	09/28/12	2-3p The Talk	CM	2-3p	-TWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00	
				The Talk												



WKMG

Print Date: 09/14/12

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Contract / Revision **252334** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/FI/D** Product **NELSON FOR SENATE**

Estimate # **476**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	09/25/12	09/28/12	2-3p The Talk The Talk	CM	2-3p	-TWTF--	:30	4	\$300.00	P-3	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-TWTF--					4	\$300.00		0.00		
E 6	WKMG	09/27/12	09/27/12	3-4p Doctors Nate Berkus	CM	3-4p	---1---	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	---1---					1	\$250.00		0.00		
E 8	WKMG	09/25/12	09/28/12	News at 6p News at 6p	CM	6-630p	-T-TF--	:30	3	\$600.00	P-3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-T-TF--					3	\$600.00		0.00		
E 12	WKMG	09/25/12	09/29/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-T-T-S-	:30	3	\$1,500.00	P-3	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-T-T-S-					3	\$1,500.00		0.00		
E 13	WKMG	09/25/12	09/25/12	M-F David Letterman David Letterman	CM	1136p-1238a	-1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-1-----					1	\$500.00		0.00		
E 14	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----1					1	\$1,200.00		0.00		
N 15	WKMG	09/30/12	09/30/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----S					1	\$7,000.00		0.00		
													Totals	23 \$20,900.00



WKMG

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Flight Dates 09/18/12-09/24/12

Contract / Revision 252309 /

Original Date / Revision

09/14/12 09/14/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.

Suite 200

Alexandria, VA 22310-2552

Product

NELSON FOR SENATE

Agency Com 15%

Billing Contact

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Suite 200

Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 477

Alt Order # 06204965

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 21850

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$18,572.50	\$21,850.00	0.00	08/27/12	09/24/12	23	\$18,572.50	\$21,850.00
Totals	23	\$18,572.50	\$21,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/18/12	09/20/12	Local 6 News 12-1230p CM	CM	12-1230p	-T-T---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2				\$400.00		0.00			
E 2	WKMG	09/24/12	09/24/12	Local 6 News 12-1230p CM	CM	12-1230p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$400.00		0.00			
E 3	WKMG	09/24/12	09/24/12	1230-2p CBS Soaps CM	CM	12:30-2p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Soaps											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$500.00		0.00			
E 4	WKMG	09/19/12	09/21/12	2-3p The Talk CM	CM	2-3p	--W-F--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Totals	23	\$21,850.00
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